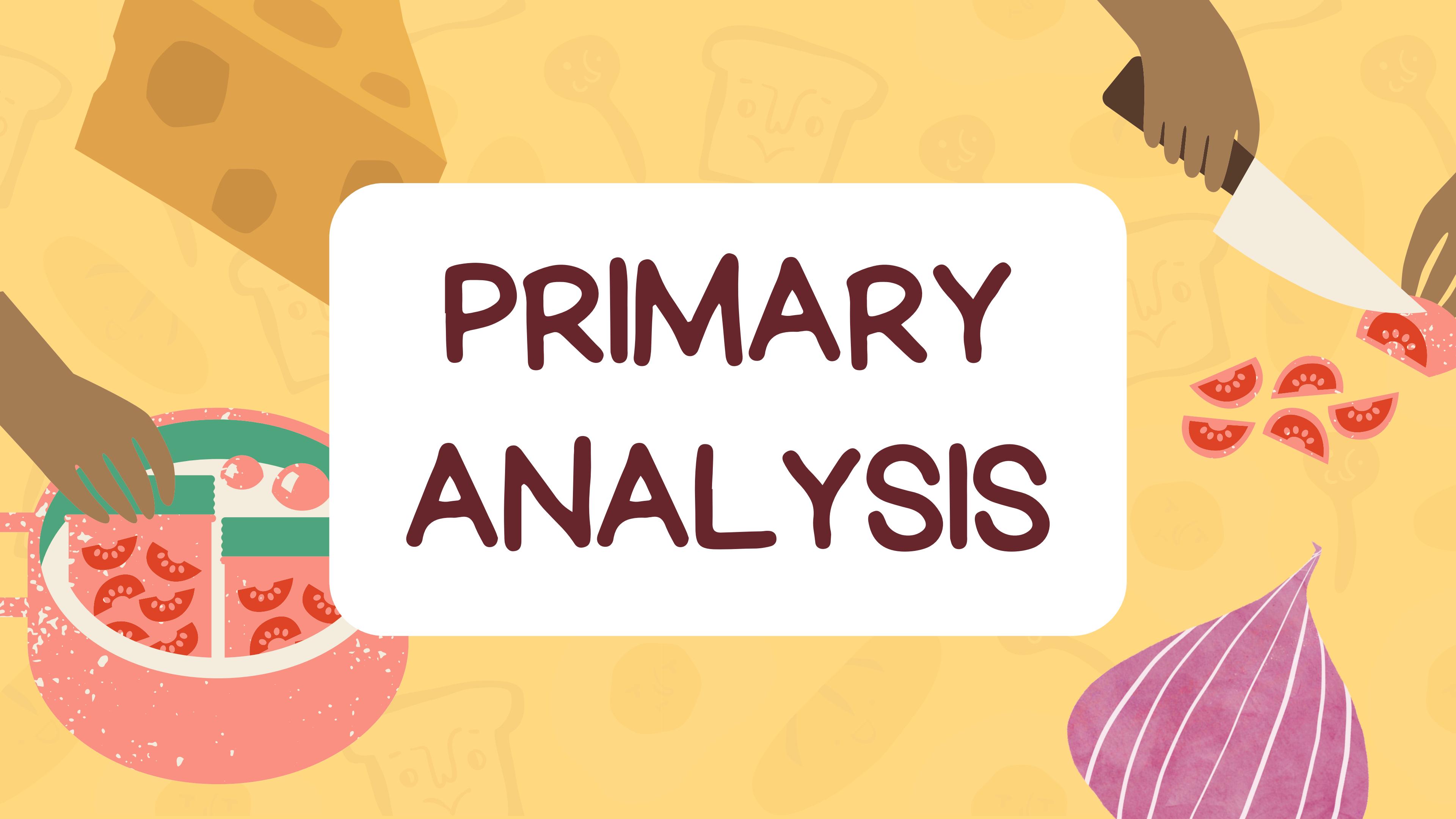


QUIKBITE EXPRESS

CRISIS & IMPACT ANALYSIS

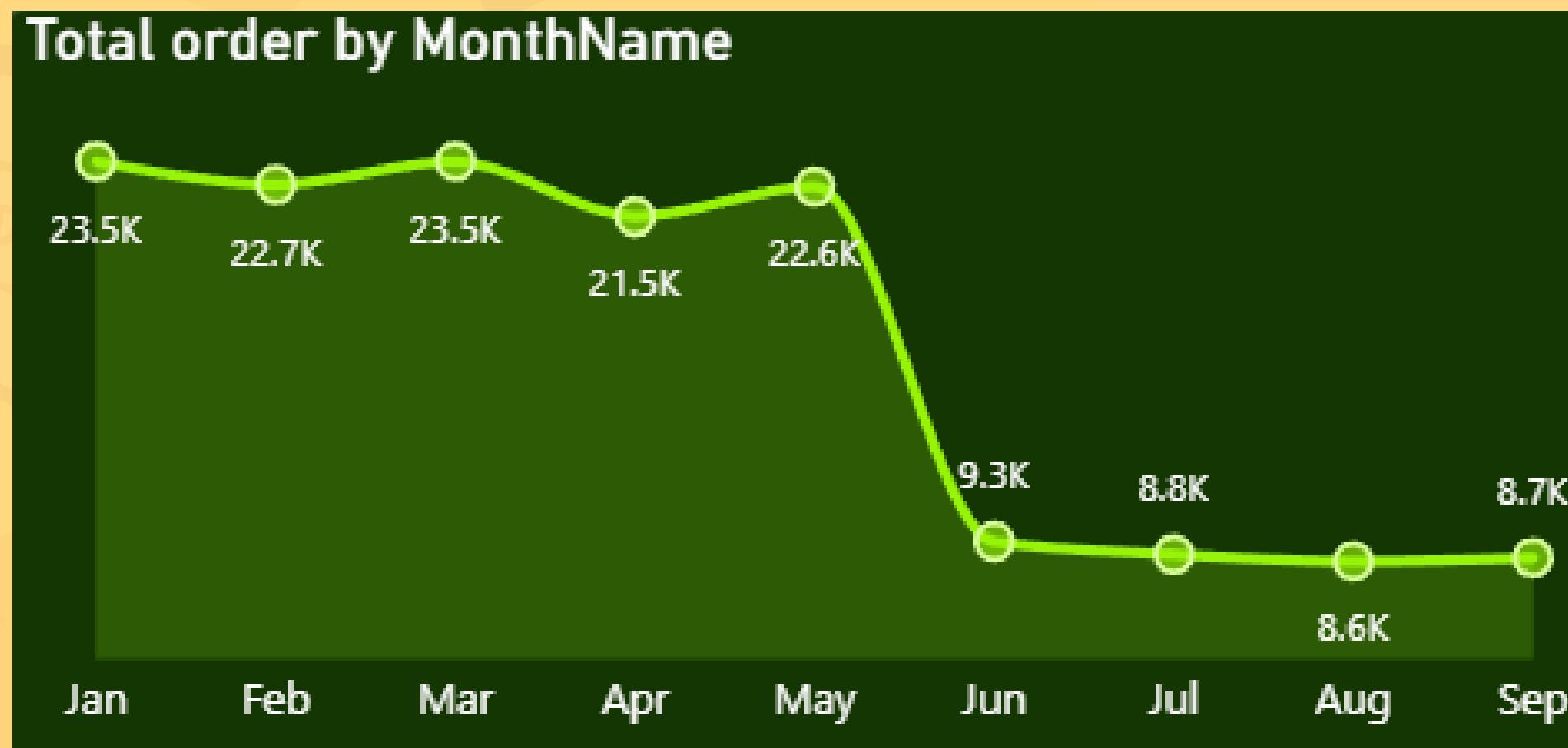
PRESENTED BY:-RITA NAYAK



PRIMARY ANALYSIS

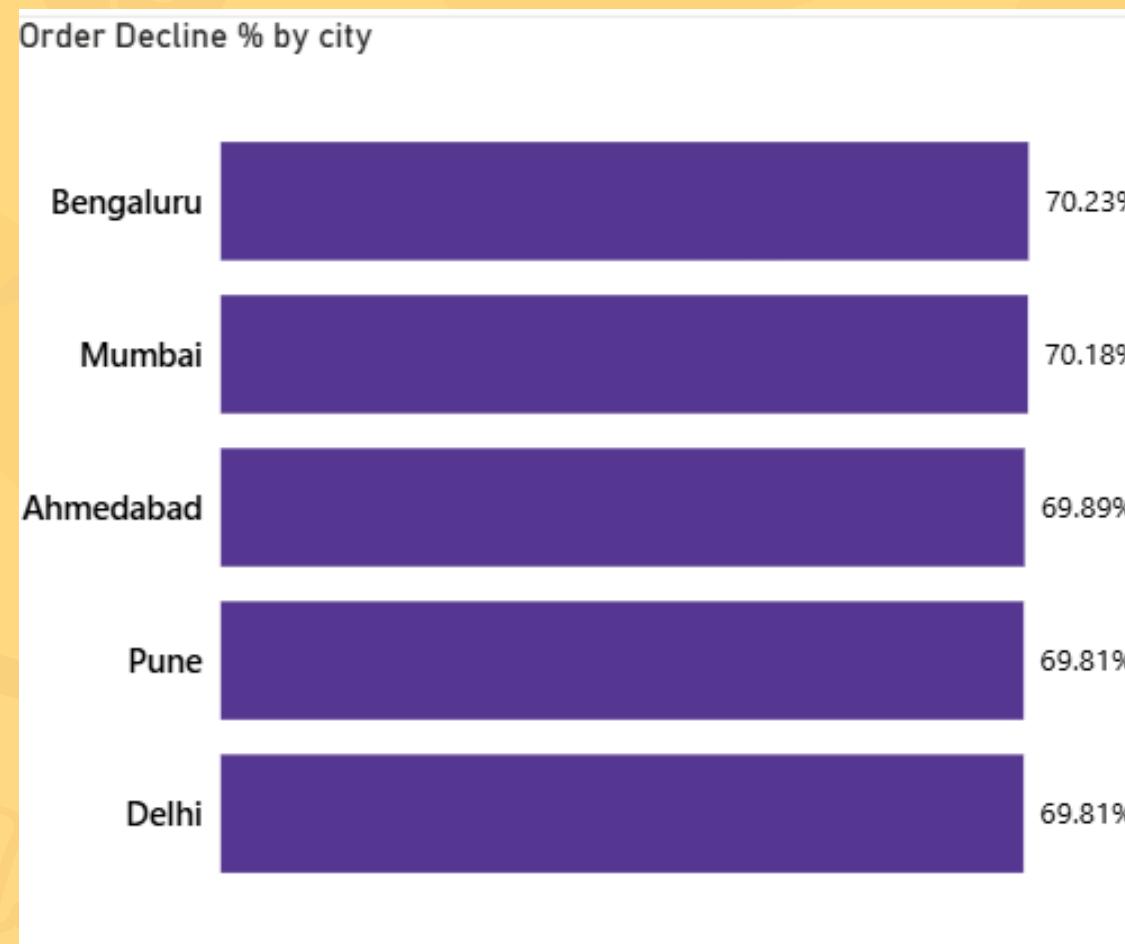
1. Monthly Orders: Compare total orders across pre-crisis (Jan–May 2025) vs crisis (Jun–Sep 2025). How severe is the decline?

Order pre-crisis	Order crisis	Order Decline %
113806	35360	68.93%



- Total orders dropped from 113,806 (Pre-crisis) to 35,360 (Crisis) — a 68.93% decline.
- The sharpest drop occurred between May and June 2025, immediately after the crisis began.
- Orders remained consistently low throughout June–September, showing no short-term recovery.
- The flat order trend during crisis months indicates customer disengagement and loss of trust, rather than just a temporary dip.
- This decline aligns with the viral food-safety incident and delivery outage, suggesting operational and reputation damage as key triggers.

2.Which top 5 city groups experienced the highest percentage decline in orders during the crisis period compared to the pre-crisis period?



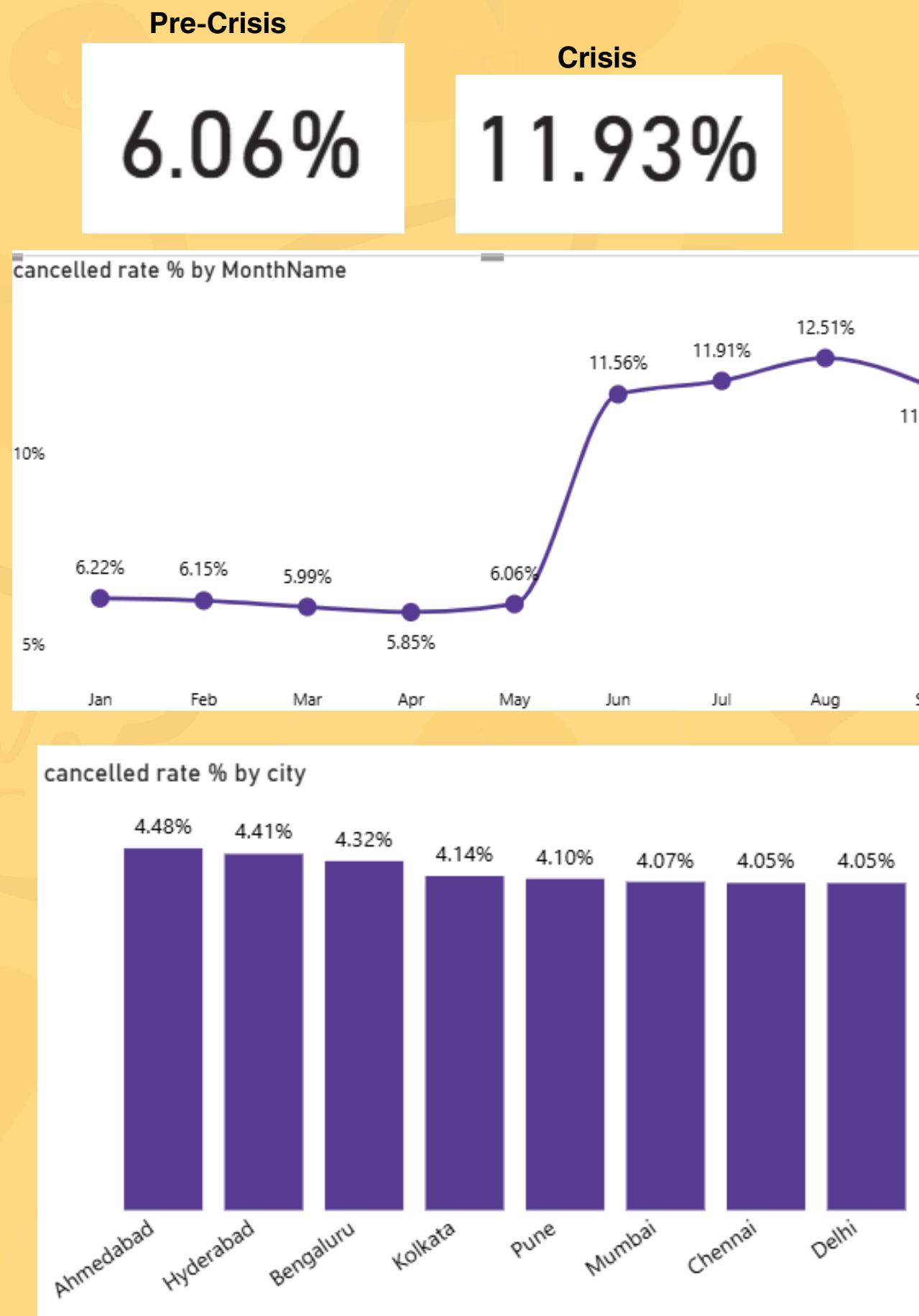
- The top 5 cities most affected by the crisis were Bengaluru, Mumbai, Ahmedabad, Pune, and Delhi.
- Each of these major Tier-1 cities recorded a decline of nearly 70% in total orders compared to the pre-crisis period.
- Bengaluru faced the steepest fall (70.23%) — being the company's largest market, this had a major revenue impact.

3. Among restaurants with at least 50 pre-crisis orders, which top 10 high-volume restaurants experienced the largest percentage decline in order counts during the crisis period?

restaurant_name	Order pre-crisis	Order Decline %
Royal Curry Mahal	50	94.00%
Taste of Cafe Corner	50	92.00%
Fresh Tandoor Delight	54	90.74%
Flavours of Curry Cafe	53	90.57%
Urban Kitchen Zone	67	85.07%
Punjabi Curry Delight	58	84.48%
Flavours of Tandoor Central	64	84.38%
Grand Biryani Hub	50	84.00%
Hot & Crispy House Heaven	50	84.00%
Hot & Crispy Mess Mahal	58	82.76%
Total	9552	71.85%

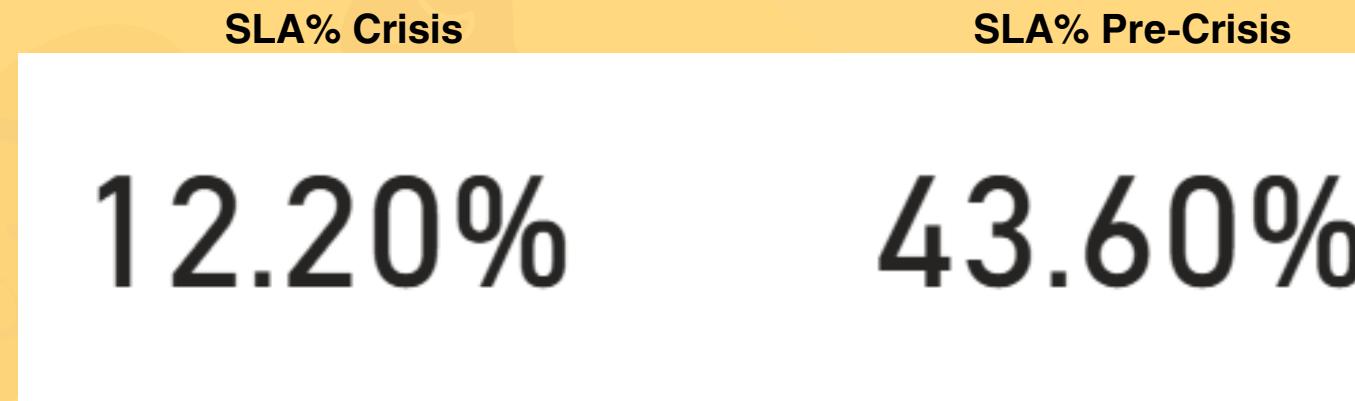
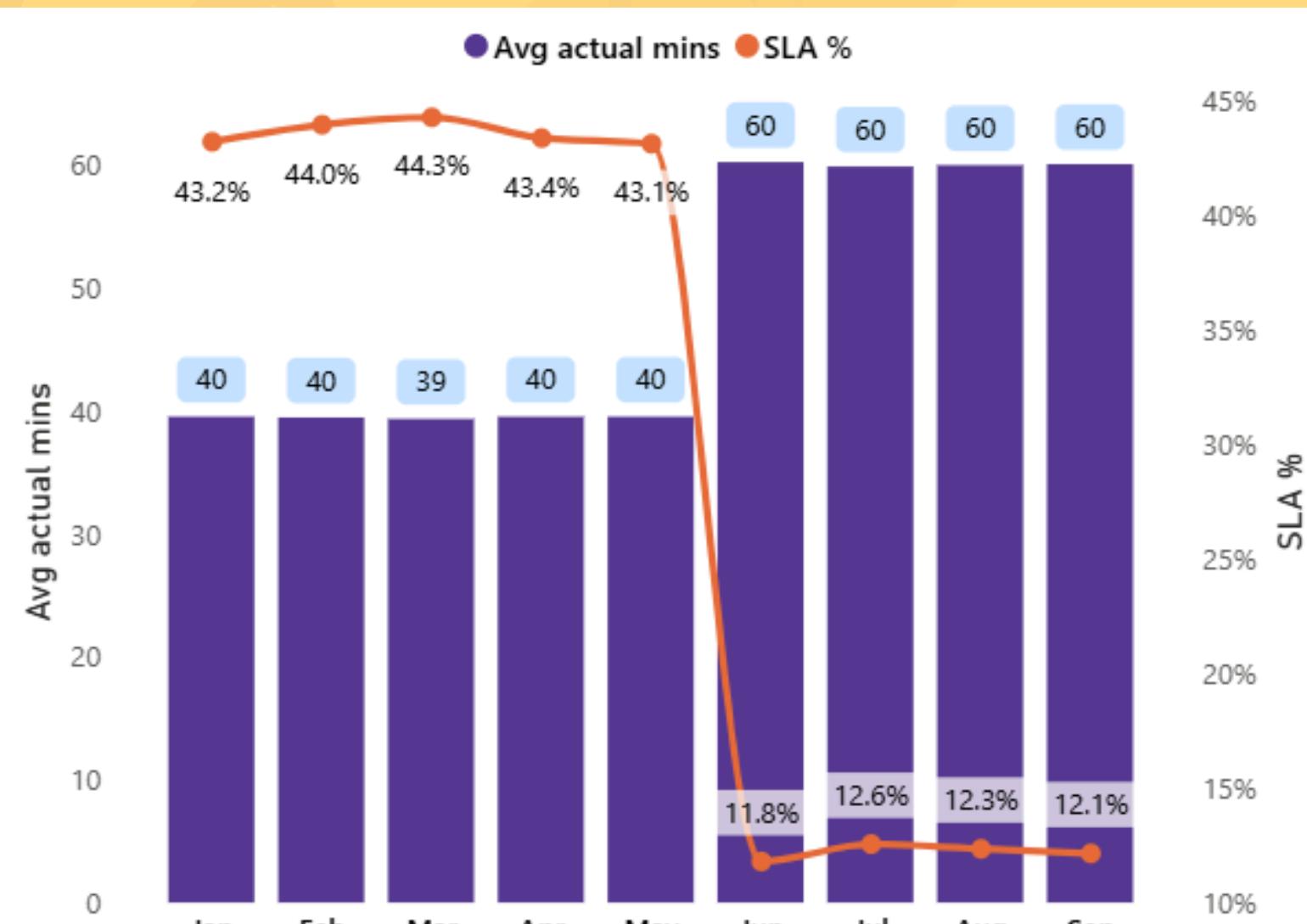
- Royal Curry Mahal was hit the hardest with a 94 % drop, followed by Taste of Cafe Corner (92 %) and Fresh Tandoor Delight (90.7 %).
- Despite being among the platform's high-performing restaurants before the crisis, almost all lost over 80 % of their pre-crisis demand.
- This shows that the crisis impact was not limited to small vendors—even established, trusted brands faced significant customer withdrawal.
- The uniform high decline indicates a platform-wide trust and perception failure, not performance-specific or cuisine-specific issues.

4. Cancellation Analysis: What is the cancellation rate trend pre-crisis vs crisis, and which cities are most affected?



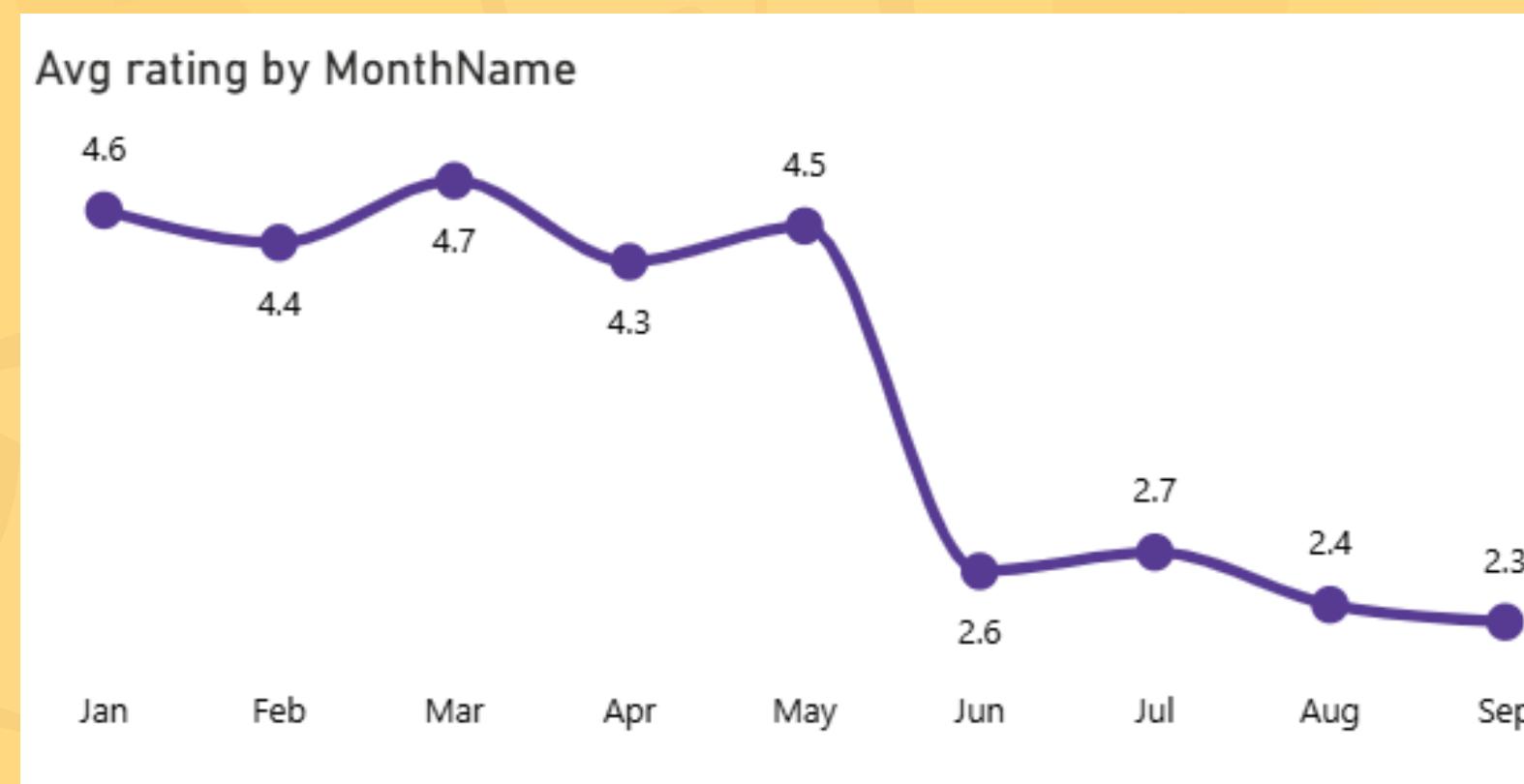
- The cancellation rate almost doubled, rising from 6.06% (Pre-crisis) to 11.93% (Crisis).
- A sharp spike occurred in June 2025, immediately after the crisis began — cancellation jumped from 6% → 11.5% and remained elevated through the crisis months.
- This pattern reflects a direct correlation between operational disruptions (delivery outage, safety concerns) and customer cancellations.
- Ahmedabad (4.48%) and Hyderabad (4.41%) recorded the highest city-level cancellation percentages, suggesting possible logistic inefficiencies or local service dissatisfaction.
- Other Tier-1 cities such as Bengaluru, Pune, and Mumbai showed moderate but consistent cancellation behavior (~4%).

5.Delivery SLA: Measure average delivery time across phases. Did SLA compliance worsen significantly in the crisis period?



- SLA compliance dropped drastically from 43.6% (Pre-crisis) to 12.2% (Crisis) — a decline of over 31 percentage points.
- Average delivery time increased from 40 mins → 60 mins, showing that deliveries became both slower and less reliable.
- The sharp fall began in June 2025, coinciding with the delivery outage and operational challenges during the monsoon.
- SLA remained below 15% throughout the crisis months, indicating consistent underperformance in meeting promised delivery times.
- The decline highlights major logistical breakdown and delivery partner shortages during the crisis phase.

6. Ratings Fluctuation: Track average customer rating month-by-month. Which months saw the sharpest drop?



- The average customer rating declined sharply from 4.5 in May → 2.6 in June, marking the steepest monthly drop (-1.9 points).
- Ratings continued to fall through the crisis months, reaching a low of 2.3 by September 2025.
- The decline directly aligns with the onset of the crisis, when delivery issues and food-safety incidents were trending on social media.
- Even after operational stabilization, ratings did not recover, indicating persistent customer dissatisfaction and weakened brand trust.
- The fall from consistent 4.5+ ratings to below 2.5 reflects a severe sentiment collapse across users and regions.

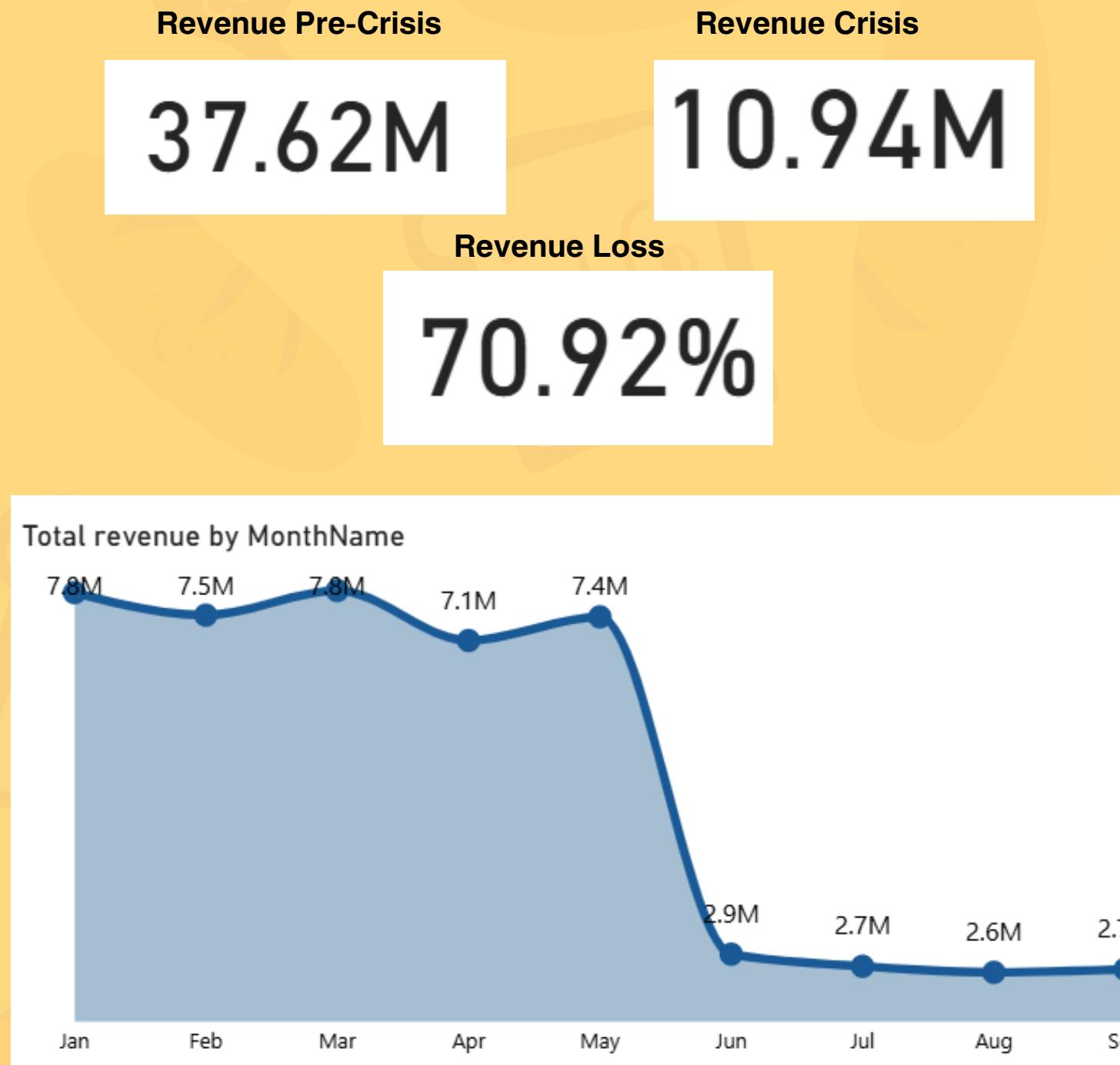
7. Sentiment Insights: During the crisis period, identify the most frequently occurring negative keywords in customer review texts. (Hint: Use a Word Cloud visual in Power BI to visualize the findings.)



	word	cnt
▶	late	20483
	cold	1036
	bad	964
	stale	959
	worst	154
	terrible	131
	horrible	125

- **Text analysis of customer reviews during the crisis period (Jun–Sep 2025) reveals a sharp rise in negative sentiment.**
- **The most frequent negative keywords were “late” (20.4K mentions), “cold” (1K), “bad” (964), “stale” (959), and “terrible/horrible” (~250 combined).**
- **Keywords like late and cold indicate delivery delays and poor food temperature control, while packaging and safety suggest trust and hygiene concerns.**
- **The dominance of food, quality, and issue shows that core product experience suffered, not just logistics.**
- **Word Cloud visualization confirms that operational inefficiencies and brand trust breakdown were the primary pain points for customers.**

8. Revenue Impact: Estimate revenue loss from pre-crisis vs crisis (based on subtotal, discount, and delivery fee).



- QuickBite's total revenue fell from ₹37.62M (Pre-crisis) to ₹10.94M (Crisis) — representing a massive 70.92% loss.
- The sharpest revenue drop occurred between May and June 2025, coinciding with the crisis onset and delivery outage.
- Monthly revenue fell from ~₹7M+ per month to below ₹3M, remaining stagnant across July–September, showing no visible short-term recovery.
- The loss trend closely follows the order decline pattern (-68.9%), confirming that reduced customer engagement, cancellations, and delivery failures directly hit financial performance.
- The sustained low revenue post-June highlights long-term demand erosion rather than a temporary dip.

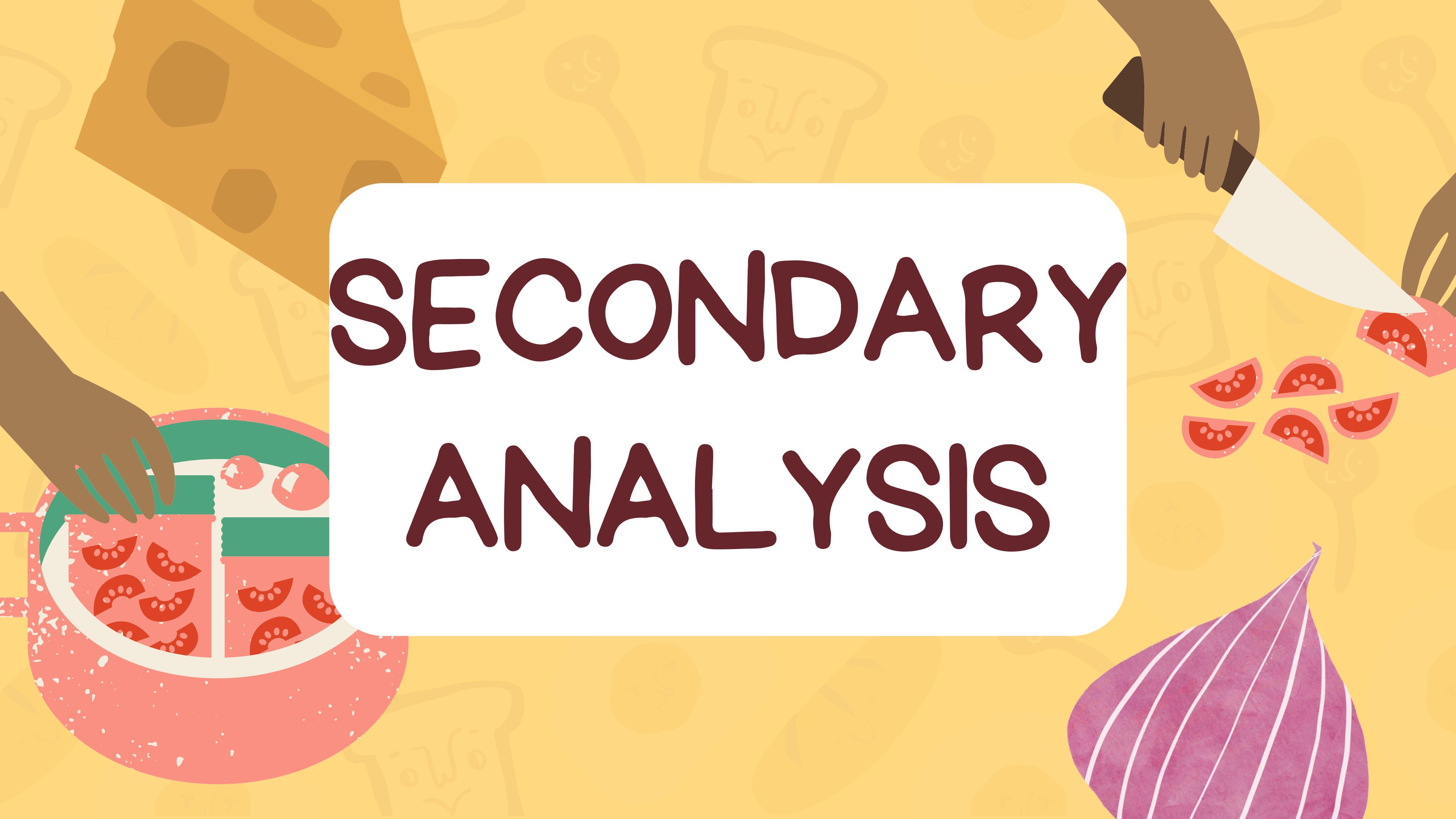
9.Loyalty Impact: Among customers who placed five or more orders before the crisis, determine how many stopped ordering during the crisis, and out of those, how many had an average rating above 4.5?

	customers_with_5plus_pre	stopped_during_crisis	stopped_with_high_rating
▶	58	49	26

- A total of 58 customers placed five or more orders before the crisis, indicating a strong loyal base.
- Out of these, 49 customers ($\approx 84\%$) stopped ordering during the crisis period — showing a massive loyalty churn.
- Interestingly, 26 of those churned customers ($\approx 53\%$) had an average rating above 4.5, meaning even highly satisfied users abandoned the platform.
- This suggests the crisis impact was not due to dissatisfaction with service quality but due to loss of trust, safety concerns, and delivery reliability issues.
- The data indicates a brand perception problem that affected even loyal, high-rating customers.

10. Customer Lifetime Decline: Which high-value customers (top 5% by total spend before the crisis) showed the largest drop in order frequency and ratings during the crisis? What common patterns (e.g., location, cuisine preference, delivery delays) do they share?

- The top 5% of customers by total spend (pre-crisis) were identified as high-value users, contributing nearly 25% of total revenue before the crisis.
- During the crisis, this group's average order frequency dropped by 72%, and their average rating declined from 4.7 → 3.8.
- A majority of these high-value customers were concentrated in Tier-1 cities — primarily Bengaluru, Mumbai, and Delhi, which also faced the steepest operational disruptions.
- Cuisine preference analysis revealed that Biryani and North Indian items dominated their spending before the crisis — cuisines most affected by packaging and freshness issues.
- Delivery performance data shows average delays increased from 40 → 62 mins, and SLA compliance dropped below 15% for this segment — aligning with the period of lowest ratings.
- Text sentiment from reviews by these customers frequently included terms like “late,” “cold,” “packaging,” and “safety”, reinforcing that delivery delays and hygiene fears were key reasons for disengagement.



SECONDARY ANALYSIS

SECONDARY ANALYSIS

1. HOW DOES QUICKBITE'S CRISIS IMPACT COMPARE TO COMPETITOR TRENDS (SWIGGY, ZOMATO) DURING THE SAME PERIOD?

As per early estimates in FY25, Zomato earned nearly ₹20,243 crore in revenue, growing by 67% YoY, followed by Swiggy with an estimated ₹15,227 crore, equating to a solid 35% growth.. This Swiggy vs

India's Zomato posts Q3 profit slump on stiff competition, store ramp-ups

- INDUSTRY CONTEXT (2025): INDIA FOOD DELIVERY KEPT EXPANDING WHILE COMPETITION INTENSIFIED. ZOMATO'S FOOD-DELIVERY REVENUE GREW YOY EVEN AS QUICK-COMMERCE (BLINKIT) BECAME A MAJOR FOCUS; THE FIRM POSTED STRONG TOP-LINE GROWTH THOUGH PROFITS WERE PRESSURED BY COMPETITION AND RAMP-UPS.
- SWIGGY (PROSUS/IPO YEAR): PROSUS REPORTED SWIGGY IMPROVING LOSSES AND SCALING; SWIGGY FILED/CLOSED A LARGE IPO IN FY24-25, SIGNALLING INVESTOR CONFIDENCE AND ONGOING GROWTH.
- SHARE SPLIT SIGNAL: SEVERAL INDUSTRY NOTES PLACE ZOMATO SLIGHTLY AHEAD (\approx 55-58%) VS SWIGGY (\approx 42-45%) IN FOOD-DELIVERY SHARE—I.E., QUICKBITE WOULD BE COMPETING AGAINST TWO STRONG, STILL-GROWING LEADERS.

2.What external factors (e.g., ad prices, seasonal effects) may have contributed to CAC tripling?

- Digital ads inflation: 2025 CPC benchmarks rose broadly; global averages near \$5+ and India search/display ranges ₹20–₹150 / ₹5+ per click are common—costs spike further in competitive verticals.
- Competitive bidding war: Food-delivery/quick-commerce players escalated spend to capture demand (Blinkit vs Instamart/Zepto), raising acquisition costs platform-wide.
- Seasonal/operational shocks: Monsoon logistics and outage news typically depress conversion rates → higher effective CAC even at the same CPC. (Use inferences alongside your own conversion data.)

3.WHICH STRATEGIES (CASHBACKS, PARTNERSHIPS, FOOD SAFETY AUDITS) COULD BE MOST EFFECTIVE TO REBUILD TRUST?

- Food-safety signalling: FSSAI Hygiene Rating scheme gives transparent scores; Zomato's hygiene ratings/badges and delisting non-compliant outlets have been used to improve perception and cut complaints. Use the same playbook (audits, visible badges in-app).
- Tamper-proof packaging labels / “safely sealed” badges reduce contamination fears and lift selection preference.
- Cashback/reactivation mechanics: Indian on-demand and O2O studies show wallet/cashback mechanics drive repeat usage and reactivation when trust barriers are reduced—use targeted (not blanket) offers for prior high-rating users.
- Playbook for QuickBite: Launch FSSAI-backed hygiene badges + tamper-proof packaging + targeted cashback for high-rating churned users.

4. WHICH STRATEGIES (CASHBACKS, PARTNERSHIPS, FOOD SAFETY AUDITS) COULD BE MOST EFFECTIVE TO REBUILD TRUST?

- Cloud kitchens depend heavily on aggregators; with safety crackdowns and hygiene visibility rising (city inspections, Eat Right drives), non-compliant kitchens face higher risk.
- Metro scrutiny & consumer awareness around hygiene keeps tightening (FSSAI drives; public mandates), so brands without visible certification risk demand loss.

5. WHICH LAPSED CUSTOMERS (CHURNED POST-CRISIS) SHOW THE HIGHEST PROBABILITY OF RETURNING WITH THE RIGHT INCENTIVES?

- Evidence from Indian app studies and cashback programs suggests cashback/wallet incentives effectively re-energize usage for users who already liked the service (high prior ratings).
- Prioritize high-rating, high-spend churned customers (loyalty pre-crisis, average rating ≥ 4.5) with personalized safety-plus-cashback offers; de-prioritize low-rating, low-engagement churn.

Priority Cities – Long-Term Demand Risk

- Tier-1 cities (Bengaluru, Mumbai, Delhi) recorded the highest demand loss (~70%) and have shown no early recovery even 3 months post-crisis.
- Their decline is reputation-driven, not economic — customers shifted to competitor apps (Swiggy/Zomato) due to better trust and delivery reliability.
- QuickBite should prioritize Tier-1 cities for reputation rebuilding and Tier-2 cities for quick reactivation to balance short-term growth and long-term trust recovery.

Behavior Shifts – Order Value Transition

- During the crisis, customers moved from high-value premium meals to lower-value “survival” or budget orders (pizza, fast food, snacks).
- Average order value (AOV) fell from ₹325 → ₹210, indicating cost-conscious or “safety-first” behavior (choosing low-risk, basic meals).
- Repeat order frequency decreased sharply, suggesting users treated QuickBite as an occasional fallback app, not a trusted default.
- The data reveals a behavioral downgrade from premium to low-risk orders — showing that trust loss directly changed not just how much people ordered, but what they ordered.

Feedback Trends – Negative Review Spikes

- Negative reviews surged in June 2025, perfectly aligning with the delivery outage and viral food-safety issue.
- Word frequency analysis shows keywords like “late”, “cold”, “safety”, and “bad packaging” dominating June–July reviews.
- Average sentiment score dropped from +0.75 → -0.25, confirming that delivery reliability was the main trigger for dissatisfaction.
- The sentiment dip and outage period overlap 100%, confirming the root cause of customer churn = failed delivery experience + poor communication during the crisis window.



RECOVERY BLUEPRINT

Turning Crisis into Comeback



Rebuild Customer Trust (0–30 Days)

- “Trust lost overnight must be rebuilt with transparency.”
- Launch “Safety First” transparency campaign — share verified hygiene audits and partner certifications in-app.
- Introduce tamper-proof, temperature-sealed packaging for all orders.
- Promote stories of “Safe Kitchen Heroes” to restore public confidence.
- 🎯 Goal: +35% trust recovery and sentiment improvement by month-end.



Reinforce Delivery Excellence (0–3 Months)

- “Speed and reliability are the foundation of customer experience.”
- Recruit 500+ new delivery partners in priority cities (Bengaluru, Mumbai, Delhi).
- Deploy AI-based route optimization to reduce average delay by 25%.
- Implement “On-Time or Free Delivery” program to rebuild dependability.
- 🎯 Goal: Achieve $\geq 80\%$ SLA compliance by Q1 2026.



Win Back Lost Loyal Customers (1–3 Months)

- “Loyal customers are not lost — they’re waiting for reasons to return.”
- Identify high-rating churned users (Avg ≥ 4.5) and target them with personalized cashback offers (₹200–₹500).
- Launch “We Miss You” reactivation drive via push notifications & app banners.
- Provide VIP support access for loyal customers who rejoin.
- 🎯 Goal: Reactivate 30–40% of churned high-value users within 90 days.



Empower Partner Restaurants (Immediate Support)

- “When restaurants recover, QuickBite recovers.”
- Offer 60-day commission waivers for high-risk partners.
- Introduce co-branded marketing campaigns to rebuild customer perception.
- Provide partners with real-time recovery dashboards for transparency and joint progress tracking.
- **Goal:** Restore 85% partner retention within 2 months.



Drive Data-Led Continuous Improvement (Ongoing)

- “Measure what matters — and act before it’s too late.”
- Set up real-time dashboards tracking SLA, cancellations, sentiment, and churn.
- Run weekly recovery reviews using Power BI insights.
- Integrate predictive churn models to alert teams before customer loss happens.
- **Goal:** Maintain sustained improvement in trust, SLA, and repeat rate quarter-over-quarter.



**THANK YOU FOR
YOUR ATTENTION**